GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1954
ANSWERED ON:03.08.2001
CANNES FILM FESTIVAL
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of officials visited the Cannes (France) in connection with thesetting up a stall of NFDC atthe film festival held there recently alongwith expenditure incurred on their visit;

(b) the number of Indian films screened at the Cannes Film Festival; and

(c) how far the expenditure made on the visit commensurate with the outcome of the film festival?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) One official from the Ministry of Information and Broadcasting was deputed inconnection with setting up the India Pavilion at the Cannes Film Market. Threeofficials from National Film Development Corporation also attended the marketto conduct business. The expenditure incurred on the visit of Deputy Secretary, Min. of I&B is Rs. 1.86 lakhs and Rs. 5.39 lakhs was spent on the visit of NFDC officials.

(b) No official Indian entry was screened at the Cannes Film Festival this year.

(c) The total expenditure incurred on the visit of Cannes by officials of Min. of I&B& NFDC and towards setting up the Indian Pavilion was approximately Rs. 22.60 lakhs this year, whereas as a result of participating in the Market NFDC alonehas finalized deals worth Rs. 64.6 lakhs and expect to do more business as a result of this year`s participation. Apart from this, the Indian Pavilion facilitated the participants from the Indian Film Industry by providing a common meetingplace for meetings and several agreements were signed in the Pavilion itself. The presence of the Pavilion also attracted coverage in the international film trade journals.